

### CURRENT NEWS

October 2010

PWP'S COMMERCIAL CUSTOMERS are invited to participate in a community workshop on water supply on Wednesday, Nov. 3 at 6:30 p.m. at City Hall Council Chambers, 100 N. Garfield Ave. This session will be the last of a workshop series designed to incorporate public comment in PWP's Water Integrated Resource Plan (WIRP), a critical document for ensuring reliable, safe, cost-effective and sustainable water supply in Pasadena for the next 25 years.

As the Southland's water supply remains uncertain, the WIRP document is a crucial roadmap for water reliability, explains PWP Engineer Natalie Zwinkels. Local groundwater and reservoirs across the west have been hit by years of drought and the state has restricted pumping in Northern California to protect endangered fish. The Metropolitan Water District cut Pasadena's water allocation by 10 percent this year alone.

During two previous WIRP workshops, the community met with PWP and facilitators to review Pasadena's current water supply, conservation efforts and water-waste rules. The group also weighed the pros and cons of all potential water sources, from recycled water to stormwater, graywater and stricter water-waste codes.

Having gathered public comments over the past year, PWP has devised a draft plan to be presented at the Nov. 3 meeting. Participants will help fine tune the draft before it's presented to the city's commissions and city council for review this winter. Learn more, join the WIRP mailing list and send opinions on-line at www.cityofpasadena.net/waterplan

### LIVE WIRE DIALOGUE

#### SIDESTEPPING STATEWIDE WATER

**POLITICS** and the whims of Mother Nature, PWP is making its own plans to ensure an adequate water supply for Pasadena into the next two decades and beyond.

"We're trying to maximize our local water," said Engineer Roumiana Voutchkova, "because it's the cheapest and most reliable."

To that end, PWP recently secured a \$75,000 grant from the State Water Resources Control Board to design a new recycled water distribution system that will bring treated water from the Los Angeles/ Glendale Water Reclamation Plant to irrigate landscapes such as gold courses, parks and medians.

"Phase 1 will serve Brookside Park and Golf Course, Art Center College of Design and the Rose Bowl with treated water from the Reclamation Plant, conserving enough drinking water for about 2,000 Pasadena homes each year," Voutchkova said.

The Green City Action Plan calls on Pasadena to permanently cut drinking water use by 10 percent by 2015, she noted. "A recycled water system would be a great asset to our city."

In future phases, parts of the recycled water distribution system could also be fed by the Arroyo Seco streambed or mountain runoff that flows through century-old tunnels under Devil's Gate Dam. "We're exploring all possibilities," Voutchkova said.





DEAR SCOTT



With an MBA from Loyola Marymount, PWP Customer Relations Manager Scott Ushijima has served the city of Pasadena since 1993.

My business has services that city government might need? How do I become a city vendor?

The city of Pasadena has a preferential procurement policy for local businesses and has recently launched a new outreach effort to encourage Pasadena businesses to consider the city as a potential customer. On Tuesday, Oct. 19 the city will host its first ever "Open House" and invites local businesses to come pitch their services to government purchasing agents between 7:30 am and noon at City Hall, 100 N. Garfield Ave. Workshops will be held from 1-4 p.m. on business licensing, e-bid notifications and small business certification. Then a series of "Technical Assistance Workshops" will be held on Tuesday, Oct. 26, from 6 to 8 p.m., at East West Bank, 135 N. Los Robles Ave. Topics include contract financing, insurance, business development, support services and youth entrepreneurship. Go to www.pasadenafirstbuylocal.com to register, or call 626-744-4587.

I heard I can donate my water-bill rebate to local schools. True?

PWP is providing credits this fall to about 5,400 customers who paid Block 4 and 5 water rates from July 2009 through July 15, 2010. These higher priced

blocks were meant to cover possible overuse penalties from the Metropolitan Water District, but our customers have instead cut their water use by 13 percent. Affected customers will soon receive an invitation from the Pasadena Educational Foundation (PEF) asking them to donate their Block 4 and 5 credits to help fund school programs. A separate form, to be returned directly to PWP, will be provided with the letter from PEF for those customers who choose to donate all or a portion of their credit. Those customers choosing to donate will have the credit removed from their PWP account and transferred to PEF.

If you wish to make a separate voluntary donation, visit www.pasedfoundation.org or mail your check to Pasadena Educational Foundation, 351 S. Hudson Ave., Room 214, Pasadena, CA 91109. PEF can be reached at (626) 396-3600, ext. 88350.

PWP sent a volunteer to my business to conduct an energy and water audit. What will the information be used for?

PWP worked with four young adults from Outward Bound Adventures, Inc. this past summer to offer free water and energy-use audits at nearly 350 small businesses. They conducted 116 audits and provided efficiency tips and rebate applications to participating businesses. The crew represented PWP very well and collected valuable information that will help PWP design a direct-install program for small-business customers in 2011.

### IMPORTANT NUMBERS

**Rebates & Conservation** 

**Billing & Service** 

**Water Emergencies** 

**Power Emergencies** 

626.744.6970

626.744.4005

626.744.4138

626.744.4673





# **CUSTOMER SPOTLIGHT**

WITH SUPPORT FROM ALLIANCE MANAGEMENT CORPORATION AND PWP, Parsons has cut water use by nearly 30 percent over the past year in two of its buildings—saving 1.3 million gallons in the restrooms alone.



Alliance Management Corp.'s Keity Sunwoo and Chris Hughes worked with their PWP Account Manager to implement cost-effective and incentivized solutions for increasing water efficiency at Parson's West (pictured) and East Annexes.

Alliance manages two eight-story buildings at the south end of Parson's 23-acre campus in Pasadena where the firm's world headquarters is also located. The East Annex and West Annex buildings, constructed in 1978 and 1982, respectively, house Kaiser Permanente and the Federal Emergency Management Agency. Parsons, a global engineering, construction, technical, and management services firm, has also

incorporated a range of water conservation measures at its headquarters building as a part of its efforts for LEED certification.

"Parsons and our tenants have consistently encouraged us to be proactive in saving water," said Alliance Vice President Chris Hughes. "We share a common goal of creating a better environment through energy and water conservation. We saw the retrofit [to the Annexes] as an opportunity to meet our commitments to our principals, the City of Pasadena and the community."

Working with PWP Account Manager Irma Cruz, Alliance most recently oversaw the replacement of 125 toilets in all restrooms in both Annex buildings. The team removed old 3.6 gallons-per-flush (gpf) fixtures and replaced them with 1.28 gpf high-efficiency Kohler K-4325's.

Outside, the team replaced irrigation controls with weather-based "smart" controllers and replaced pop-up heads with drip irrigation along the north and east sides of the West Annex. The changes have resulted in water and cost savings and eliminated safety concerns resulting from overspray of sidewalks.

Also in partnership with PWP, Alliance Management completed a similar retrofit at another Parsons property located at 117 E. Colorado Blvd., where the company changed out 15 toilets with ultra-low-flush models.

"Our \$50 high-efficiency toilet rebate is just one of many incentives PWP offers to help our commercial customers cut their water use," said Cruz. "As Alliance has found, simple change-outs can bring significant savings."

"Our relationship with PWP has been, and continues to be, a positive one," Hughes added. "The rebate application process is reasonable and PWP's website is an excellent resource for alternatives for water conservation." Start saving at www.PWPweb.com/Rebates



Parson's 23-acre campus has several discrete weather stations (pictured upper left) that monitor weather change and signal to smart irrigation controllers when they should run.



## TIPS FOR BOTTOM-LINE SAVINGS

THE RAINY SEASON is upon us, and when it rains in Pasadena, opportunity pours!

First, with a rainwater harvesting system, your commercial property can capture a wealth of water that would otherwise be money down the drain. Even though Pasadena gets relatively little precipitation, the right system can harvest enough free water for irrigation to make it worth your while. A number of small to large-scale catchment systems are now commercially available and listed along with a directory of vendors and installers at www.harvesth20.com

Second, October and November are a great time to switch to California friendly, water-smart plants as gentle autumn rains allow new plants to establish strong roots before winter cold hits. Look for bargains at local nurseries that may be

clearing out inventory before the slow winter months. Many nursery specimens have been growing in their containers since spring, so you'll get stronger roots and bigger plants for instant impact. Deep-water new plants to encourage roots, and cover with mulch.

Last, Nov. 1 marks the beginning of Pasadena's "cool season watering schedule" when plants need less water, so set your irrigation system to water just once a week – on Tuesday, Thursday or Saturday – to comply with Pasadena's water shortage rules. Also, watch the weather to cut your bills even more, as sprinklers are not permitted on rainy days in Pasadena. Daylight Saving Time ends on Sunday, Nov. 7, so don't forget to adjust your sprinklers to run before 9 a.m. or after 6 p.m.





Want to Do Business with PWP and the City? Learn how at the City's "Open House" & Workshops October 19 & 26





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